

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Godavari Maha Pushkaram 2015 – Logo unveiled – Publicity drive – Orders – Issued.

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REVENUE (ENDTS.II) DEPARTMENT

G.O.RT.No. 451

Dated:20-05-2015

Read

ORDER:

Godavari Pushkaram is celebrated once in twelve years. This year, Godavari Maha Pushkaram is being celebrated from 14th to 25th July, 2015. The Government has decided to celebrate this event in a prestigious manner. Lakhs of devotees will be coming from all parts of the State and country to take a dip in the Godavari during those auspicious days. In this connection, the Government has unveiled a logo which will be symbolic of the event. The Government has decided to give wide publicity to Godavari Pushkaram by using the logo prominently. This publicity drive will commence from now onwards and continue till the end of Pushkaram i.e. on 25th July, 2015. A soft copy of this logo is emailed to all officers. A hard copy of the same is also enclosed. In this regard, the following instructions are issued for compliance by all Government Departments.

1. All the senior Government officials may use the Pushkaram logo as well as the dates of the event in their Letter Heads, covers and other stationery as much as possible.
2. All advertisements issued by various Government department shall invariably make a mention about Godavari Pushkaram along with logo in some prominent corner of the advertisement.
3. The department of Sports which is planning to give dress materials like T-shirts and scarves shall display the logo.
4. Endowments Department as well as the district administration of all the districts which are planning to organize Godavari Pushkara Shoba Yatra shall provide the participants of this Yatra a scarf with the logo printed on it.
5. All publicity material like hoardings, flexi boards, posters, cut outs etc. that are used by Government departments shall also display the logo as well as the dates of Pushkaram.
6. All the invitation cards printed by the Endowments Department shall also carry Pushkaram logo invariably.
7. The Special Officer (Godavari Pushkaram) as well as the Collectors of East and West Godavari shall adopt the logo and give adequate publicity in their respective districts. Similarly, the Collectors of all other districts shall also give adequate publicity to the Pushkaram logo wherever possible.
8. All Photo I.D.Cards issued in connection with Pushkaram by all departments including NGOs etc. shall display this logo.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**J.S.V. PRASAD
PRINCIPAL SECRETARY TO GOVERNMENT**

To

All District Collectors.

The Commissioner, I&PR Department (for necessary action.)

Sri Parakala Prabhakar, Advisor to Govt.(Communications)

The Commissioner, Endowments. (with a request to communicate to all Principal Secretaries/HoDs and District Collectors)

The Special Officer, Godavari Pushkaram.

Copy to PS to all Ministers.

Copy to PS to M(Endts.)/PS to CS/PS to Prl.Secy.(Endts.) (for information)

//FORWARDED :: BY ORDER //

SECTION OFFICER